

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 244511

E.O. 11652: N/A

TAGS: BEXP, BTRA, JA

SUBJECT: FOREIGN BUYER PROGRAM: AMERICAN TOY FAIR

REF: TOKYO 12821 AND TOKYO 14361

1. COMMERCE REGRETS DELAY REFTEL A. CONTACTS WITH WALTER ARMATYS, EXECUTIVE DIRECTOR, NEW YORK TOY SHOW MODERATELY ENCOURAGING. ARMATYS REPORTS THAT ALL EXHIBITORS WOULD NOT BE WILLING SEE JAPANESE GROUPS SINCE SOME NATURALLY SECRETIVE REGARDING THEIR PRODUCTS. THUS HE UNABLE EXTEND CARTE BLANCHE INVITATION ON BEHALF ALL EXHIBITORS.

2. NONETHELESS THIS NOT VIEWED AS NECESSARY DETERRANT JAPANESE BUYERS VISITING NEW YORK TOY SHOW, PRESTIGIOUS EVENT WITH SOME 800 EXHIBITORS AT FOUR DIFFERENT LOCATIONS. SHOW AFFORDS EXCELLENT OPPORTUNITY REVIEW LATEST US DEVELOPMENTS THIS INDUSTRY.

3. ARMATYS HAS AGREED PROVIDE COMMERCE WITH NAMES AND ADDRESSES ALL 800 EXHIBITORS WHOM COMMERCE WILL WRITE AND INQUIRE WHICH ONES WISH MEET WITH JAPANESE GROUP. WE WILL ATTEMPT COLLECT INFORMATION ON SPECIFIC PRODUCTS HANDLED AND BUSINESS OBJECTIVES IN JAPAN-- THAT IS SEEKING AGENT/DISTRIBUTORS, LICENSING, ETC. FROM THIS INFORMATION COMMERCE WILL BE ABLE PROVIDE JAPANESE GROUP WITH EXHIBITORS WISHING TO MEET WITH THEM AND THEIR RESPECTIVE BUSINESS

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INTERESTS.

4. COMMERCE PREPARED ASSIGN WASHINGTON PROJECT/ESCORT OFFICER
TO ASSIST WITH APPOINTMENTS AND CONTACTS.

5. WE OPTIMISTIC THAT CANVAS OF ALL EXHIBITORS WILL REVEAL
SIGNIFICANT INTEREST ON PART OF MANY TO MEET WITH JAPANESE GROUP.
WE, THEREFORE, ENCOURAGE EMBASSY PROCEED WITH PROJECT.

6. IF EMBASSY WISHES US PROCEED, WE WILL INITIATE STEPS. PLEASE
ADVISE. INGERSOLL

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